

Subject: Re: Marketing Update
From: Lorena Parker <lparker@sanpedrobid.com>
Date: 07/18/2016 05:58 PM
To: Alan Johnson <AlanJ@victory-group.com>

Alan,

I did not think it would be cool to schedule a meeting at such short notice.

Here's the HIN agreement.

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
390 W. 7th Street | San Pedro, CA 90731
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com

On Mon, Jul 18, 2016 at 4:38 PM, Alan Johnson <AlanJ@victory-group.com> wrote:

Lorena-

All very exciting stuff!!! Do we have a marketing meeting scheduled for tomorrow at 10am? Also can you send me a copy of the agreement with HIN?

Thanks,

Alan

From: Lorena Parker [mailto:lparker@sanpedrobid.com]
Sent: Monday, July 18, 2016 4:33 PM
To: Lorena Parker <lparker@sanpedrobid.com>
Subject: Marketing Update

Good afternoon all,

Our office has been very busy anticipating the upcoming events. Here's some of the marketing activities we've been working on.

CA Arts Council Grant - I'm expecting the contract any day now. It's a \$50,000 grant that needs to be used for entertainment before the end of the year. We are programming First and Third Thursdays, Fleet Week Welcome Party, and Dia de los Muertos. Ben Johnson from the City is coordinating the programming but I've instructed him that he needs to include People's Place (Welcome Party) and Grand Vision (Dia). He has reached out to the other groups that were involved and they have all provided feedback to him.

LA Fleet Week Welcome Party - Thursday, September 1st, 6:00 - 9:00pm. There will be 1,500 sailors in town that day. We will be closing down 6th and 7th Street.

Navy band as well as other artists will be performing. Trying to structure the event similar to Swingin Salute without the cost associated with that event. It will include the regular food trucks (the same number at their usual locations). We had a meeting with the art community and will also feature entertainment on 7th Street.

HIN - Since the board reversed the motion at the last meeting, I revised the contract with them incorporating the promises they made to us at the last meeting and they have signed the agreement.

Dia de los Muertos - our signature event - We've designed a new website for this event. It will be online very soon, perhaps by the end of this week!
www.spdayofthedead.com

And last, but certainly not least....we are capitalizing on the Pokemon craze. We are populating downtown San Pedro with Pokemon Lures that will be active during this Third Thursday. Let's see how many people we can lure to downtown San Pedro.

Even though our meetings will be periodic, I wanted to let everyone know what was going on. Feel free to contact me with any questions you may have.

Best regards,

Lorena Parker

Executive Director

San Pedro Property Owners' Alliance

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Lparker@sanpedrobid.com

www.sanpedrobid.com

— Attachments: —

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